

SUMMARY

Process oriented Data Analyst with 2 years of experience doing meticulous and intensive work in marketing intelligence, analytical research, business consulting, e-commerce optimization and other advanced analytical area. Experienced in interpreting and analyzing data to drive growth for multiple industries. Provided strategic operation recommendations. Furnish actionable insights, analytics, and business intelligence needed to guide decisions.

- Certification: Google Analytics Individual Qualification
- Skills: Excel (Xlookup, Pivot Table, etc), SQL, R, Python, Tableau, Google Analytics, Google Cloud
- Proficient in advanced analytics method including Correlation, Regression, Classification, Clustering, A/B Testing, NLP, etc.

EDUCATION

University of Rochester | Simon Business School | MS in Marketing Analytics Expected 12/20
The Hong Kong Polytechnic University | BBA in Management 05/19

WORK EXPERIENCE

Kiruniverse | New York, NY | Business Analyst Intern 07/01 until now

- Monitored and analyzed the operation of the company website by developing monthly dashboards and utilizing a series of business metrics such as traffic, bounce rate, session duration, etc.
- Collaborated with web development team to set up an A/B experiment (landing page design) on live traffic; used SQL to analyze the A/B test results and gave recommendations on page design, which improved the traffic by 30%.
- Optimized user experience through analyzing data in conversion funnels and channel portfolio; identified pain points in customer journey and channel efficiency.

Intime Artisan de Parfum | Hong Kong | Marketing Analyst 09/18 – 05/19

- Defined and determined key performance indicators and metrics for consumer behaviors to be analyzed for marketing decisions and growth opportunities.
- Leveraged R and Python to build a conjoint model and analyzed more than 200 customers' responses over 6 different perfumes; built up several customer segmentations which reflect different demographic and geographic dimensions to project the relative impact of different sales lifts and promotions.
- Planned brand partnership workshops with Fendi and Allen & Every to promote bespoke perfume; optimized social media campaigns with more accurate targeting demos; attracted 30% incremental reaches and 20% sales.

Ogilvy & Mather | Beijing | Marketing Analyst Intern 05/18 – 08/18

- Identified, analyzed, and executed large, compiled datasets using R and Excel from various market research sources to analyze market trend and generate branding strategies in order to engaging with Gen Z and Millennial populations.
- Utilized in-depth experimental design by analyzing the correlation and causation of historical performance of content and creative assets across digital, search, social, email and OOH.
- Led initiative to build competitor analysis and focused on holiday promotional activities to support client's marketing strategies and operation decisions.

PROJECTS

Beech-Nut Growth Strategy 01/20-04/20

- Conducted data cleaning and processing 500K baby food sales data; performed complex imputation and feature selection methodology to prepare for the data analysis in R.
- Built up several advanced analyses such as price elasticity of different brand, correlation analysis, situational analysis, market trending and customer segmentations; summarized data-driven results to support product re-position strategy.
- Visualized the analyses results by Tableau and provided suggestions on market share, brand awareness, channel mix, targeting, partnership and flavor development to increase the volume and ROI of customers.

Simon Vision Consulting: Sodus Bay Junior Sailing Association Growth Strategy 10/19-12/19

- Worked in a team of six to develop and deliver a marketing growth strategy for the client.
- Conducted marketing research, including secondary research and population data to examine the potential market size of the association in Wayne County.
- Sought and evaluated 3 strategic partnership opportunities with local organizations and tourism bureau with the goal of broadening client's current market share. Conducted the cost-benefit analysis for available partnership opportunities.
- Orchestrated weekly meetings with client to uncover the underlying business needs; consolidated all teammates' findings for final presentation to client.